	Application No.	Applicant(s)
Response to Rule 312 Communication	09/502,285	GOLDBERG ET AL.
	Examiner	**Art Unit**
	ROBERT MOSSER	3714

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

1. ☒ The amendment filed on *May 8th, 2008* under 37 CFR 1.312 has been considered, and has been:

   a) ☐   entered.

   b) ☐   entered as directed to matters of form not affecting the scope of the invention.

   c) ☐   disapproved because the amendment was filed after the payment of the issue fee.
        Any amendment filed after the date the issue fee is paid must be accompanied by a petition under 37 CFR 1.313(c)(1)
        and the required fee to withdraw the application from issue.

   d) ☐   disapproved. See explanation below.

   e) ☒   entered in part. See explanation below.

Applicant suggested amendment to the Title is acceptable.

Upon Further Consideration the Amendments to the specification have been approved in their entirety.

Entry of claim amendments to claims 360-362, 368, 370-372, 376-377, 379, 381-382, 389, 390-393, 396, 399-400, 403, 407, 412, 415, 416-420, 422-425, 428, 430-434, 436-437, 439-446, 448-449, 451-454, 456, 458-464, and 466-474 are approved for not raising additional issues as supported by the attached interview summary and support document attached thereto respectively.
Cancellation of claim 429 is approved for not raising additional issues.

Regarding the proposed claim amendments, to claims 397,, 447, 450. 455, 457, and 465 are denied for either raising issues of new matter or alternatively presenting other defects contained therein These amendments would require greater consideration with regards to issues of altered claim scope and potential new matter and are inappropriate for entry at this time.

With regards to the proposed amendment of claim 401, the claim amendments are approved except for those directed to the 4th full clause which starts "wherein an advertising presentation, AP(1), of said sequence…"

/Robert E Pezzuto/
Supervisory Patent Examiner, Art Unit 3714